

Rexall Remedies

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ONTARIO PHARMACY

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THE REXALL PHARMACY

PHONE NO. 2

Nyai Remedies

BILL BOARDS PRESENT
HISTORY OF OREGONPortland's Name Selected by Flip of
Coin Days of Pioneers Graph-
ically Told to Tourists by
Unique System.

Writing history in letters a foot tall on pages fourteen feet high and standing the pages along the roadside so that he who runs may read is the most recent method adopted for recalling to the memory of Oregon much of the forgotten lore in which the State is rich.

Motoring along some peaceful country highway far removed today from the spots where history is believed to be in the making one comes upon a great open book labelled "History of the United States," and learns from its pages that near that quiet, secluded spot occurred some event that in early days made a decided dent in the course of events.

The credit of this novel method of reviving interest in the events of bygone days belongs to the United States Tire Company. While one page of the big book sets forth interesting historical data the other page does not hesitate to assert the oft-reiterated truth that "United States tires are good tires."

The erection of these big bulletin boards—they are 40 feet long and 14 feet tall—is not confined to Oregon. On several boards the feature is the story of the Lewis and Clark expedition, a celebrated exploration trip to the northwestern part of the United States begun in 1803 under the command of Captain Meriwether Lewis and Captain William Clark, the results of which gave a more definite idea of the natural resources in this hitherto unexplored region than had ever been known.

The Lewis and Clark expedition was an idea of Thomas Jefferson, who appointed his private secretary to the command of the expedition, and while Lewis was nominally in command, he always regarded Clark as his official equal, with a result that both men worked hand in hand toward their great object, with increased friendship and respect for each other.

After naming the tripple fork of the Missouri river for Jefferson, Madison and Gallatin (July 1805), the little expedition marched across the Nez Perce trail along the Bitter Root mountains and came to the headwaters of the Clearwater branch of the Columbia. October 7th, they launched their canoes for the descent of this great river which they reached on November 15. On the shores of Young's Bay, these explorers built a fortified camp, which they called Fort Clatsop, where they spent the winter.

Bulletin boards also tell the story of John Jacob Astor, and the establishment in 1811 of the American Fur Co.; also of the fixing of the Northwestern boundary between the United States and Canada by the convention of 1818.

Head-on painted displays also tell in tabloid form of the immigrations

of New Englanders who came overland by way of the South Pass until the railways superseded the ox-team. Already New England's towns and villages, redolent with tales of pilgrims and patriots, are dotted with the big books. In a score of States in the Middle West and South many boards are in place, and all along the Pacific Coast tourists learn interesting history from the boards.

The boards are not things of a season only. It is the intention to "turn a page" each year and place new history upon it.

Each board fits into the landscape and by the fact that it performs a genuine service obviates the criticism directed against many bill boards. Instead of opposing the erection of the big book, many communities are stirred by local pride to urge that boards be erected in their vicinity, and many land-owners who have hitherto shown hostility when asked for permission to have sign boards placed on their property consent gladly to have their town advertised by some of the historical bulletins.

The history of Oregon is told on these bulletin boards from the time of the Spanish and English navigators who reached the coast in the early explorations of the northern Pacific coast in the Seventeenth century up to the time that Oregon men and women took part in winning the World's War.

These boards tell the story of Captain Cook's landing at Mootka Sound in 1778, and of the French navigator Laprouse who sailed along the coast in 1795.

They also record that 1789, two Americans, John Kendrick and Robert Gray, sent out by Boston fur merchants explored Oregon, Gray giving the Columbia river its name (1791).

There is recorded also the story of the discovery of gold in California in 1848, "the fever" attracting a large portion of the territory's citizens, many of them coming back in 1850 when the land donation law passed by congress opened up Oregon.

Other boards contain information about the formation of Washington Territory (March 2, 1853) out of the northern half of Oregon; the adopting of a state constitution (Nov. 5, 1857), and Oregon's admission into the Union on February 14, 1859.

These boards also record the sporadic warfare with the Indians between 1845 and 1855 and the resumption of warfare in 1858 and again in 1866 and '68 when occurred the Shoshone war; also the

Modoc of 1864-73.

Various displays are required to tell the story of the Indians existing in Oregon at the present time, a number of Indian tribes representing more than ten distinct linguistic stocks. Incidentally, these Indians have been largely collected on five reservations, Grande Ronde, Klamath, Siletz, Umatilla and Warm Springs, while others live along or near the Columbia river.

It is interesting to recall that the Indians at Grand Ronde represent the remnants of nine small tribes, including the Clackamas, Cow Creek, Lakmiut, Mary's River, Rogue River, Santiam, Umpqua, Wayete and Yamhill.

A number of bulletins are required for the story of the Oregon Trail, an old emigrant route about 2000 miles long extending from Indepen-

dence, Mo., to Oregon City and Fort Vancouver on the Columbia river. This old Indian and buffalo trail was further defined by trappers and settlers and afterwards part of the way by Verendrye in 1742, and more definitely routed by the Lewis and Clark expedition in 1804, and by an Astor party establishing fur trading posts in 1810-12.

In the later thirties, several missionary expeditions passed over the Oregon trail, while in 1842, John C. Fremont made the government survey of a route to the coast. Incidentally, efforts are now being made to have an automobile highway

mark the course of the old trail.

Many bulletins are devoted to the history of the various cities and towns of historical interest in Oregon. Several are required to tell of Portland, which had its beginning when William Overton in November 1843, landed his Indian canoe on the river's western bank and examined the town-site of Portland.

Strangely enough it was the tossing of a coin that gave Portland its name. The two pioneers of Portland, P. W. Pettygrove and A. L. Lovejoy were New Englanders, the former from Maine and the latter from Massachusetts. Pettygrove desired to name the new town for Port-

land, Me., and Lovejoy for Boston, Mass.

"Heads it is Portland," "Tails it is Boston," and the heads appearing twice out of the three twirls, the city on the Willamette became Portland as a result of Pettygrove's luck.

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